

**METHOD FOR PROMOTING PRODUCTS USING A WORLD WIDE WEB**

**ABSTRACT OF THE DISCLOSURE**

A method for promoting products with a central server over a computer network includes receiving a specification of a promotion for a product from a first computer, 5 creating an electronic incentive in response to the specification, transferring the electronic incentive to an application server across the computer network, the application server coupled to a merchant server, receiving usage data of the electronic incentive from the application server, the usage data determined in response to a promotion usage condition indicated by the merchant server, and generating a report in response to the usage data, wherein data 10 associated with the electronic incentive is transferred from the application server to the merchant server, wherein the merchant server specifies rendering of the data associated with the electronic incentive, and wherein the promotion usage condition is indicated in the merchant server when a user coupled thereto fulfills requirements of the electronic incentive.

15

PA 3124614 v2